

## **Chichester District Council – Service Level Agreement Report 2014-15**

### **I – Engage local school children, families and adults with a high quality cultural offering**

#### **2014 - 15:**

- 56,587 people visited the Gallery
- 1,398 school students visited; 9 schools from the Chichester District
- 241 teacher visits
- 133 young people
- 157 people participating in the Community Programme of which 93 live in the Chichester District
- 568 family tickets
- 434 children tickets
- 722 student tickets
- 1,597 workshop tickets
- 1,500 members of group visits

#### **Creating Untitled: Arts Award**

Creating Untitled, free workshops open to young people aged 13 – 18.

In 2014 a Chichester/West Sussex based Arts Award network was established between Chichester Festival Theatre, the Cathedral, The Novium, Fishbourne Roman Palace, Weald and Downland Open Air Museum and Pallant House Gallery. Each organisation was interested in exploring ways to work together and to support each other to deliver the Arts Award. The Chichester Cultural Learning Partnership (CCLP) has been able to fundraise, share resources and provide a platform to exchange approaches and methods around Arts Award delivery. Funding was also secured from Collaborate SE: Professional Development enabling the Gallery's Learning Programme Manager to complete the Discover and Explore Advisor training (5-25 years) and provide her with mentoring support from an external Arts Award advisor. Pallant House Gallery is now an Arts Award centre and supporter.

The CCLP ran an Arts Award information/network meeting last October which was open to primary and secondary schools in Chichester. Each organisation presented their Arts Award offer and highlighted the formation of the new CCLP network to encourage greater, local uptake of the Arts Award.

In December 2014, the Gallery recruited an experienced freelance Arts Award Advisor to deliver the new Creating Untitled: Arts Award (Bronze). In January 2015, the first Arts Awards Taster Workshop was held at the Gallery with a view to encouraging young people from the Chichester area to sign up and take part in the free eight workshops running from February – May 2015. There was an overwhelming demand for this activity with 43 young people turning up for the taster workshop. As the Gallery is only able to run each course with a maximum of fifteen participants, many of the young people have been placed on a waiting list.

The first Bronze Arts Award workshop took place in February. This group is formed of a range of ages and young people from many of the local Chichester schools – St Antony's, CHSB, CHSG and Bishop Luffa. Three previous Creating Untitled members also returned.

#### **Picture This + 1 2014**

In this round of Picture This, St Antony's School invited Jessie Younghusband School to partner them in the project.

The full staff team and all the classes from the school took part in a workshop focussing on this year's selected work from the Gallery's collection, *Redland Park Congregational Church, Bristol* by John Piper. The project concluded with a studio exhibition and private view, which took place during July 2014. The private view was well attended including parents, pupils and teachers and for many it was their first visit to the Gallery.

This project involved 208 pupils and 47 teachers/parents from Jessie Younghusband School, 54 pupils + 11 teachers from St Anthony's Primary School and 99 pupils and 11 teachers from St Anthony's Secondary School

### **Picture This 2015**

The 2014 partnership of St Anthony's and Jessie Younghusband Schools was a positive and beneficial experience for all involved. In light of this it was decided that the two schools take on the role of inviting and mentoring a different school to take part in the project. Portfield School was approached for 2015, who were delighted to be asked, but unfortunately did not have the capacity to join the project this year. As a result, it was decided that St Anthony's and Jessie Younghusband would again jointly participate and take the opportunity to shape and consolidate their mentoring role in preparation for 2016.

This year's project picture is *1 - 5 (The senses)* by Joe Tilson; all pupils and teachers of both schools will visit the Gallery in March and April to view the picture. A Continuing Professional Development (CPD) workshop for 15 teachers representing both schools was run in March to develop ideas for using the work as a stimulus across the school curriculum. The work produced will be exhibited in the Studio from 30 June – 27 September 2015.

### **French of Chartres and Pallant House Gallery 5<sup>th</sup> Schools Competition**

The competition received 11 schools entries in 2014. The theme was 'Illuminated Text – Ancient and Modern'. The theme was chosen using the French curriculum and it was hoped this title would encourage more schools in Chartres to join the competition. The winning school was Funtington Primary School. 80 teachers/pupils/parents and council members attended the private view.

### **Friends of Chartres and Pallant House Gallery 6<sup>th</sup> Schools Competition**

The 6<sup>th</sup> competition launch event took place on 6 November giving teachers the opportunity to work with the lead project artist and participate in a practical workshop to enthuse and encourage the teachers to register their respective schools and enter the competition. This year's theme is 'Chichester and Chartres – Light & Dark' and the media is photography.

This year will be the last year the Gallery hosts the Schools competition. The Friends of Chartres, with the support of the Gallery, are currently exploring a new partnership with the Otter Gallery at Chichester University.

### **Northbrook College - Exchange Exhibition 2015/16**

This partnership project gives BA (Hons) Fine Art students from Northbrook College the opportunity to work to a professional brief and create a series of site-specific artworks in locations within the historical town house and the contemporary wing.

It was agreed with Northbrook to delay the start of the exchange project in 2015 until the autumn and for the *Interventions* exhibition to be held in the house in January 2016. This delay enabled the Learning Programme to work on key new developments, such as the Arts Award and the Teachers' Continuing Professional Development (CPD) offer.

### **Teacher's CPD offer**

A pilot CPD workshop was held in March for eight members of the teachers' advisory group, plus eight other teachers invited by the members. From the workshop and further consultation we have devised a new programme for teachers that will provide a series of workshops looking at three specific areas and which will enable the participating teachers to gain an insight into what our core schools programme can offer.

The first workshop will support teachers in their understanding of our exhibitions programme, aiming to help strengthen their knowledge and understanding of the forthcoming shows. The second workshop will explore specific techniques and processes, which they could then use within the classroom. The third workshop will be based on our core schools programme and will involve free taster workshops.

### **Schools Programme Review – 2015/16**

School bookings at the gallery have noticeably dropped during 2014/15. This is a nationwide issue for museums and galleries and appears to be due to the recent changes in the school curriculum. We hope the new teacher's CPD offer will give teachers the confidence and encouragement to increase their booking of school visits to the Gallery. We will also be reviewing and adapting the schools programme booklet and our marketing strategies to ensure we are meeting the changing needs of schools.

There will be a focus on encouraging Chichester Schools to engage more with the Gallery. The teachers' advisory group have proposed the idea of an open local (secondary) schools exhibition in 2016, based on a theme from the Gallery's collection. This will be discussed further later this year.

### **Chichester University**

#### **Placements**

For the fourth year running the Learning and Community Programme supported seven Fine Art students on four-month placements at the Gallery during 2014.

All four students who chose to join the Partners in Art partnership found it such a rewarding experience they have decided to continue their partnership on a voluntary basis. Some students have taken their Partners in Art partner to their studios at the University, providing an enlightening and enriching experience for both partners.

#### **Partners in Art Training**

The Community Programme provided a one off training session in June 2014. The training focussed on the Gallery's Core Values, general disability awareness and ways of working alongside people who have creative interests. 14 MA students attended and the training was well received; one student commented 'this is training for life not just for Partners in Art!'

A Chichester University Fine Art tutor, who also attended the training, has since worked on a collaborative arts-based project with the Gallery's Outside In project called Insight. Insight was based on the Partners in Art model and the outcomes were exhibited at the University in March this year.

#### **Cultural History MA**

The curatorial department collaborated with the University of Chichester to deliver two seminars of the Cultural History MA on a) Artists and the First World War and b) Artists and the Second World War, which were based in the Gallery and focussed on the temporary exhibitions and key items in the Hussey Bequest.

### **Social Impact Research Project**

The Gallery has submitted an application to the Arts Council England for a two year project, in partnership with the University, to deliver a two year programme of research into the health and wellbeing benefits the Gallery's community programme brings to its local audiences.

### **II. Serve community audiences in the District through specially-designed programmes**

The Community Programme and Outside In currently work with artists facing a range of barriers to their inclusion in the art world including people with:

- Learning disabilities
- Physical disabilities
- Mental health issues
- Health issues
- Substance misuse
- Homeless
- Social circumstance
- Offenders and ex-offenders

160 people currently actively participate in the Community Programme

104 of the active members live in the Chichester District area

30 people on the waiting list for Partners in Art live in the Chichester District area

### **Dementia Programme**

The Community Programme has made significant progress in developing opportunities for people living with dementia and their carers to be included in activities and the general life of the Gallery. The following initiatives have provided important steps to this development.

#### **Pallant House Gallery hosted the Bognor and Chichester Dementia Open Forum 23 May 2014**

This event was a great success providing an important link with Forum members and the Gallery. Key people involved in improving services and opportunities for people with dementia locally attended. The Head of Learning and Community gave a presentation about the Community Programme and the development to include people with dementia and their carers. The Forum co-ordinators felt the gallery space provided a positive and inspiring space for their members and would like to return next year.

#### **Chichester Cultural Learning Partnership (CCLP)**

Members include Chichester Festival Theatre, the Cathedral, The Novium, Fishbourne Roman Palace, Weald and Downland Open Air Museum and Pallant House Gallery who now aim to share resources and skills and be a model of best practice in providing dementia friendly activities for people living in Chichester and the district. CCLP members have now received training from the Alzheimer's Society. Following this training the Head of Learning and Community delivered further training on dementia friendly activities, 'Putting into Practice' dementia friendly activities.

#### **Living with Dementia Festival:**

CCLP will run an eight-week festival of dementia friendly activities in April/May 2015 funded by the Chichester District Council. The aim of the festival is to raise awareness of people living with dementia and their carers and to promote the dementia friendly activities available in each organisation. The Gallery will run a dementia-friendly activity each week during the festival, including a new development Art Views.

### **Art Views: (Pallant House Gallery dementia friendly activity)**

'Art Views' provides opportunities for interactive and stimulating discussions in response to selected artworks from the Gallery's collections. It is based on the successful and widely respected 'Meet Me' project created by the Museum of Modern Art (MoMA) in New York.

As with all the Community Programme activities, it is felt important for people living with early to moderate stage dementia and their carers to be included in activities that are for a wide mix people, not just those with dementia. The sessions are currently being advertised through West Sussex Coastal Mind Our Café project, Carers' Support Service and the Gallery's own publicity. The sessions will run once a month on a Thursday and every two months on a Friday.

### **Dementia awareness training**

The WSCC Prevention & Wellbeing, South Chichester Local Committee awarded a grant of £1,125 and enabled a day's training on dementia awareness, which was provided by the Alzheimer's Society.

### **Dementia Friends' Champion**

The Head of Learning and Community has been trained by the Alzheimer's Society to be a Dementia Friends' Champion which enables her to run regular Dementia Friends' Information sessions. The aim is for all Gallery staff and volunteers to become a Dementia Friend.

### **Community Programme Fundraising**

Funding the Community Programme to maintain long-term activities is proving increasingly challenging in the current financial climate. The Community Programme participants responded with enthusiasm to help raise essential funds to keep some of the activities running. This was an encouraging indication that volunteers and participants wish to take more responsibility and ownership of the Community Programme. A Fundraising Committee was formed in March 2014 to plan a range of fundraising initiatives, including sale of Christmas cards designed by Community Programme members and a fundraising Studio exhibition of works donated by participants and volunteers. A total £5,000 was raised which was a tremendous achievement.

### **Sussex Artists' Award**

The bi-annual national open competition run by the Gallery and St Wilfrid's Hospice was launched in March 2015 and the closing date is 26 June 2015. Money raised from submissions and sales will be shared 50:50 between St Wilfrid's Hospice and the Community Programme at the Gallery.

Contemporary artist, Laura Ford, has been confirmed as one of the judges for the competition and the exhibition will take place in the Studio in September 2015.

### **Partners in Art:**

There are currently 34 active partnerships and six new partnerships will form in the next few months.

Partners in Art is in its 13th year and is widely recognised as an effective tool in providing support and opportunities for people who want to follow their interest in art. Initially set up as a stand-alone project or scheme, it is evident over the last few years that Partners in Art is active across the whole of the Community Programme, Outside In and beyond in to the local community. It plays an integral part in supporting partnerships to access many projects, creative activities and events at the Gallery, in Chichester, Sussex and London.

### **Volunteer Recruitment Partners in Art training**

The Partners in Art training has evolved over 13 years and has been adapted to prepare potential volunteers and staff working in many aspects of the Community Programme. There is a focus on the Learning and Community Programme core values and approaches to working with a diverse range of people from the local community. 18 new volunteers completed the annual training in February 2015.

#### **Community Programme Ambassadors**

17 members of the Community Programme attended the Ambassador Training in October 2014. The training enables participants to have the confidence and skills to talk about their own experience at the Gallery, as well as to promote and raise awareness of the values, ethos and activities of the Community Programme. Since the training, Ambassadors have contributed to volunteer training; Chichester in Partnership Showcase event; Chichester University talk to students; private views at the Gallery; and most recently a talk to members of the Lions Club.

#### **Partnership working with Chichester Cathedral**

The Education Officer at Chichester Cathedral consulted the Gallery about how to engage a more diverse mix of people at the Cathedral. 15 Community Programme members joined a trip organised by the Cathedral in February. The Community Programme members provided useful feedback for the Cathedral on what they already do well and made suggestions on areas that could be improved.

#### **ChArt**

ChArt provides opportunities for local artists to network, share, inspire and develop art practice. The Gallery hosts the monthly rolling programme of events which includes guest speakers, Pecha Kucha and ChArt TV. On average 50 people attend the monthly ChArt event and it is clearly meeting a need for local artists.

ChArt has recently constituted itself as an independent organisation and will shortly be applying for funding from the Arts Council England to employ a co-ordinator and develop its programme.

#### **Care for Art**

These free workshops operate on a drop-in basis allowing the 24 carers currently registered to attend when they can to avoid any stress. The Gallery has received funding from The Gerald Micklem Trust to continue this project.

#### **Graylingwell Heritage Project**

The Graylingwell Heritage Project, exploring the history of the old West Sussex Asylum and its current re-development, will complete in April with exhibitions at Pallant House Gallery, the Otter Gallery at the University of Chichester and the West Sussex Record Office. A publication will also be produced *Under the Watertower* with an introduction by the Executive Director.

### **III. Care for the collections of the District Council**

During this period eight works from the Hussey Bequest were loaned to three external venues. (Please see appendix 1)

In January 2015, the Gallery was the Official Museum Partner of the London Art Fair at the Business Design Centre, Islington. 22 works from the Gallery's collection were included in the exhibition 'The Figure in Modern British Art', which included six works from the Hussey Bequest. Works were exhibited towards the entrance of the Fair, which was extremely well attended and received very positive feedback.

Works were also lent to successful exhibitions at Mascalls Gallery, Kent and Piano Nobile Gallery, London.

There are currently 28 works from the Hussey Bequest on display at the Gallery.

Graham Sutherland Five Progressive Studies for *Entrance to a Lane*; Frank Auerbach *To the Studios* and Marino Marini Cavallo *Horse* were the subjects for the 'Artwork of the Month'

### **Conservation of Works**

After a successful funding application to the Leche Trust we have been able to have the following work glazed.

0156 Graham Sutherland, *Thorn Head* 1947

Hussey Bequest, Chichester District Council (1985)

It was recommended that the work was glazed with museum glass and fitted with a sealed backboard. This will protect it from any possible future physical damage, providing a buffer from changes in relative humidity and protection from dust. Glazing and backing can extend the life of a canvas/support by up to three times, helping to slow down the natural ageing of the materials and postpone the need for interventive conservation treatment. This work was included in the London Art Fair exhibition.

This year the Gallery achieved funding to carry out a comprehensive conservation survey of our sculpture collection following a successful application to the Gabo Trust with the help of Derek Pullen and Jackie Heuman from Sculpcos Ltd. The 12 sculptural objects in the Hussey Bequest have now been assessed, condition-reported and recommendations made for their storage, display and conservation as part of this survey. This will ensure that schedules for preventative and remedial conservation can be effectively implemented as part of the overall Collections Care and Conservation Policy to stabilise conditions, minimise risk and improve accessibility and interpretation of the sculpture collection. The survey will also facilitate the preparation of future funding applications for the conservation of works and enable the Gallery to identify and prioritise works and requirements more efficiently and appropriately. In turn, this will enable greater public access through potential external loans and inclusion within touring exhibitions.

### **Other**

The Lambert Barnard Amberley Panels, which had been on long term loan to Chichester District Museum, were returned and transferred to The Tudor room at the Bishop's Palace for long-term display in early December. The panels are on display in the Tudor Room, which has a magnificent ceiling by Barnard, creating opportunity to bring more of his work to a different audience as well as enabling the Gallery to forge greater links with the Cathedral and The Novium and to maintain visitor interest and access to the Amberley Panels.

## **IV. Contribute to the economic Development of the District**

It is the mission of the Gallery to engage audiences with the best of Modern British, international, contemporary and outsider art, championing the work of established, overlooked and non-traditional artists and stimulating debate with its outstanding and inclusive programmes. The Gallery will care for and interpret the collections, making them available for study and creative inspiration, and welcoming visitors to the distinctive setting of an historic house and contemporary gallery. The Gallery currently attracts an average annual audience of 55,000.

### **Digital Audiences**

- 97,862 - Unique Users

- 41,000 visitors to the Outside In website
- 6,876 – E-Bulletins
- 3,635 – Facebook Followers
- 8,657 - Twitter Followers

### **Develop the marketing plan including working with local audiences**

The Gallery has completed its Strategic and Business Plans for the period 2015-18, which includes a marketing plan around working with local audiences.

### **Attracting a local audience**

The marketing and communications strategy includes the following mix of initiatives:

- Communications and media strategies with local, regional and national media
- Advertising in key press, publications, directories and listings
- Marketing partnerships and reciprocal arrangements with local organisations
- Targeted distribution of print materials within the South East
- Online, including on the Gallery's website, e-bulletins and social media networks
- Trade fairs and promotion, partnering with regional promotional bodies
- Learning programme marketed to schools and universities
- Community programme marketed to local, groups, charities and public bodies
- Marketing to tour operators and group organisers both in the UK and abroad
- AA roads signs are now purchased for every exhibition – and street banners seasonally

To supplement these core activities the Gallery also engages in the following local initiatives:

### **Open Weekends**

During 2014-15 we held two Open Days and received around 700 visitors. The Open Days have now been extended to cover a full weekend and will run three times a year, in-line with our exhibition programme. Free entry will now include the temporary exhibitions. This enables each of our major exhibitions to be enjoyed for free. There will be a wider programming of events during the weekend to encourage more than just the family audience of previous events. Data capture is an important element of these weekends.

### **Free Thursday Evenings**

On Thursday evenings there is free entry to the Gallery's permanent collections from 5-8pm. This aims to encourage a local audience to explore the gallery, often as an after-work activity. Private views for Studio exhibitions are also held on Thursday evenings and are timed to coincide with Gallery talks.

### **Weekend Tours**

There are free (with admission ticket) highlight tours of the collection on Saturdays and Sundays at 2pm. These were previously only offered on Saturdays.

### **Festival of Chichester event**

The Gallery has continued its relationship with the Festival of Chichester and hosted two concerts in 2014, which were very successful. The Gallery's main exhibitions are also marketed through the Festival brochure. The concerts were included in all Gallery publicity materials for the Spring exhibition season, including the Gallery *What's On* leaflet (30,000 printed) which is distributed across the south and key London arts venues, email bulletins, website, social network sites and on press releases to local and national press.

### **Stagecoach partnership - Route 60**

The Gallery has worked in partnership with Stagecoach for the past five years on the Route 60 buses (Chichester to Bognor) to aid visibility of the Gallery for local audiences. Six double deckers (three of each design) and three single deckers have been branded with 'Ticket to ride to 60s art at Pallant House Gallery' (side) and Peter Blake's 'The Beatles' and Paul Catherall's linocut (rear). These include the Gallery's website in large letters on the side when no other paid for advertising is in situ.

### **Chichester Top Attractions**

The Gallery is a member of local tourism groups, Chichester Top Attractions and Chichester Visitors Group, to arrange collaborative marketing activity and tourism strategies. Email swaps are also arranged regularly between members such as West Dean and CFT.

### **City Centre Partnership/ BID**

The Gallery participated once again in the late night Christmas opening as part of BID's promotion of the city centre and also purchased two external, pre-lit Christmas trees for the front of the building.

### **Macmillan Coffee morning**

The Gallery hosted its fifth annual coffee morning in September 2014 in aid of Macmillan Cancer Support. Selling cakes baked and donated by local volunteers and staff, the Gallery welcomed visitors and the local community and raised over £400 for Macmillan. This is a popular event which we plan to repeat in 2015.

### **Frame and Reference – CVAN (formerly TPSE -Turning Point South East)**

The Communications team has been involved with Frame and Reference, a website developed by the regional network for the visual arts: Contemporary Visual Art Network South East (CVAN).

### **Visitor Profiling**

Visitor profiling suggests that visitors come from a triangle between Southampton, Guildford and Worthing/Brighton. A recent visitor postcodes study from Gift Aid admissions between 2010 and 2012 suggests 23.4% of visitors travelled from London/Greater London. Over 1.3 million people live within the primary resident market (less than 60 minutes journey time).

In 2013 the Gallery worked with Audience Agency to carry out a study of visitor postcodes from Gift Aid entrance admissions between 2010 and 2012. Initial findings revealed that, of Gift Aid eligible visitors, 57% belong to either: Liberal Opinions (young, well-educated city dwellers enjoying the vibrancy and diversity of urban life); Professional Rewards (experienced professionals in successful careers enjoying financial comfort in suburban or semi-rural homes); or Alpha Territory (people with substantial wealth living in the most sought after neighbourhoods).

The Gallery also participated in the Visual Arts Benchmarking Survey (VABS) in 2011. Key findings for galleries in the South East stated that the visual arts audience was similar to other regions in the pilot in terms of gender and ethnic origin, but had an older age profile and a larger proportion of those with a disability. In addition, compared to other regions where the question was asked, the audience was more likely to: live in the UK, belong to the Active Retirement Mosaic group, be visiting the gallery for the first time, be aware of a media article about the venue, identify the main reason for visiting as 'to see a specific exhibition/display/a specific artist', use the gallery's café, rated how welcoming the staff were and the exhibitions highly, be visiting as part of a day trip, have no professional or academic involvement with visual art or craft, or be visiting alone.

Comments forms are freely available and visitor comment books are placed within the exhibition spaces. These are used as the main vehicles for gathering visitor feedback and for marketing

purposes. The comments from both sources are recorded and circulated to relevant departments and a monthly report is submitted to the senior management team.

Visitors are surveyed at Family Open Days to establish if the Gallery is succeeding in attracting local family audiences to these days and are compared with previous visitor profiles.

**From the Economic Impact Study - September 2008**

Visitors spend on average £29.19 each per trip, a figure close to the national average for leisure trips to inland town and cities. Those who lived outside the District spent on average £24 each with other local businesses outside the Gallery. Scaling up this survey sample to the full external visitor numbers suggests that visitors who came to Chichester and visit the Gallery as part of their trip spent around £1,333,000 in the local economy in 2012.

We are investigating the possibility of carrying out a new socio economic impact study.

## Appendix 1

<b>ID Code</b>	<b>Artist / Maker</b>	<b>Title</b>	<b>Venue</b>	<b>Exhibition</b>
0150	Sutherland, Graham	Clapham Church	Mascalls Gallery, Kent	Discovering Palmer's Kent: Samuel Palmer, Graham Sutherland and Paul Drury 14 June – 23 Aug 2014
0267	Nash, Paul	Wittenham	Piano Nobile Gallery, London	Paul Nash: Works on Paper 1910-1946 8 Oct – 22 Nov 2014 775+ visitors
0054	Auerbach, Frank	Reclining Head of Gerda Boehm	London Art Fair	The Figure in Modern British Art: Highlights from the Pallant House Gallery Collection 21-25 Jan 2015
0061	Grant, Duncan	Bathers by the Pond	London Art Fair	The Figure in Modern British Art: Highlights from the Pallant House Gallery Collection 21-25 Jan 2015
0077	Moore, Henry	Suckling Child	London Art Fair	The Figure in Modern British Art: Highlights from the Pallant House Gallery Collection 21 - 25 Jan 2015
0115	Minton, John	Portrait of David Tindle as a Boy	London Art Fair	The Figure in Modern British Art: Highlights from the Pallant House Gallery Collection 21-25 Jan 2015
0117	Moore, Henry	Two Apprehensive Shelterers	London Art Fair	The Figure in Modern British Art: Highlights from the Pallant House Gallery Collection 21 -25 Jan 2015
0156	Sutherland, Graham	Thorn Head	London Art Fair	The Figure in Modern British Art: Highlights from the Pallant House Gallery Collection 21-25 Jan 2015